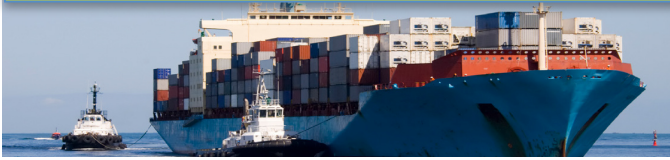


What Makes a Successful Exporter



Are you taking advantage of **growth opportunities in global markets?**

Are you reactively selling to international customers who find you, rather than taking a **proactive and strategic approach** to international sales?

Do you struggle to understand why some companies are more successful exporters than others?

If **YES... What Makes a Successful Exporter** could be the answer.

Why this Workshop?

- More than 80% of all the world's purchasing power is located outside the United States
- Strong foreign demand for American-made goods
- Companies who are proactive and have a plan are more successful

Benefits of this Workshop

- Learn about the "Best Practices" of Successful Exporters
- Understand what you have to consider in your plan, and the risks or consequences of not having one
- Efficiently connects companies with local and national experts that help navigate the export sales process

If you are ready to make the investment of time, **What Makes a Successful Exporter** can unlock your export growth potential!

Agenda:

- **Best Practices** - Jeff Gossner, DVIRC
What Makes a Successful Exporter
- **Compliance Risk** - Mike Allocca, Allocca Enterprises
The common compliance mistakes companies make
- **Obstacles & Risks** – Participant Exercise
Identifying Your Company Specific Risk & Obstacles with exporting
- **Selecting Distributors and Reps** - Holly Hammond, K'Nex Brands
Understand the risks and missed opportunities of selecting the wrong markets, or not vetting distributors / reps

Your Workshop Partners



MEP • MANUFACTURING
EXTENSION PARTNERSHIP
NATIONAL INSTITUTE OF
STANDARDS AND TECHNOLOGY
U.S. DEPARTMENT OF COMMERCE



Date:

December 3, 2014

Location:

DVIRC, 2905 Southampton Road
Philadelphia, PA 19154

Time:

8:00 - 11:30 am

Cost:

\$75.00

REGISTER:

215-552-3827 or

<http://www.dvirc.org/events/what-makes-a-successful-exporter/>